

Fashionably Social

Integrating Social Media into
Shopping Center Marketing

06.02.2011

Today's presentation

- Why Social Media?
- What can social media do for your center
- How to integrate social media into your marketing efforts
- Content
- Tactics/Case Study
- Results

Why Social Media

Statistics speak for themselves

Top 1000 most visited websites

Rank	Website	Unique Visitors/Users
1	Facebook	590 million
2	YouTube	490 million
13	Twitter	180 million
27	Apple	61 million
37	Linked In	41 million
200	Target	12 million
473	Macys	6.1 million
497	JC Penney	5.7 million

Feb 2011 Stats from DoubleClick Ad Planner
By Google

What can social media do for your center?

- Reach and engage shoppers
- Improve communication with shoppers
- Build customer database
- Support center and retailer sales-driving initiatives

Integration

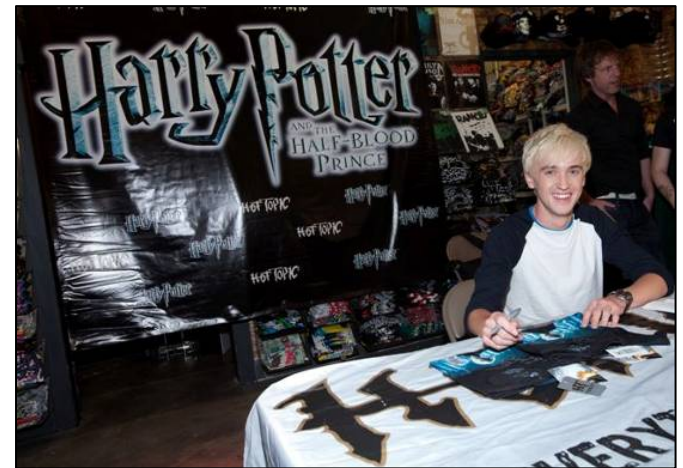
- Social media becomes another medium to deliver your message
- Traditional marketing integration
- Platforms
- How much?

It's all about the content

- Less marketing, more social
- Relevant to the customer/Accurate information
- Negative comments
- Balance frequency and relevance

Tactics

- GSP Launch tied to big Harry Potter event
 - Flyer distribution
 - E-blast to database
 - Link on website
 - Ad on Facebook
 - Press Release
 - After event photos and videos
- Maintenance
 - Daily updates
 - Link back to center website
 - Upload new photos/videos
 - Promotional platforms
 - Capitalize on center/retailer events
 - Promote on all collateral material in and out of center
 - Surveys/Statistics



The Record

Date: Tuesday, July 21, 2009
Location: HACKENSACK, NJ
Circulation (DMA): 170,408 (X)
Type (frequency): Newspaper (D)
Page: B1,B6
Keyword: shopping center issues

Mall links to shoppers via Twitter, Facebook

By JOAN VERDON
STAFF WRITER

When North Jersey's largest shopping mall, Westfield Garden State Plaza, was looking for a new way to connect with consumers, it turned to two marketing tools becoming increasingly popular with retailers — a Facebook fan site and

pages, and that the number of such sites doubled during the second half of 2008.

National department store chain Macy's debuted a fan site in late June and already has more than 11,000 fans.

The return on investment for retail social networking sites has yet to be quantified, but the investment needed is minimal, although some sites have spent money for features

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such as interactive contests. Computer company Dell Inc. last month boosted the business credibility of social networks by announcing that it had made more than \$3 million in sales through links to one of its Twitter accounts.

Marketing executives caution that malls and other retailers

marketing firm that has seen its social networking projects increase tenfold over the past year. "You can stay in constant touch literally on a daily basis with your clients and customers," he said. "But the big caveat is you have to have a strategy and you have to do it right."

The biggest mistake, Kasbo said, is launching a site and not maintaining it with frequent postings and relevant information. "It has to be relevant to the customer or they're not going to hang out with you" online, Kasbo said.

Another potential pitfall with Facebook fan pages is any fan is free to post comments about the retailer's news alerts, and those comments may be negative. The Plaza site has generated very little discussion thus far, and all of that has

Results

- Successfully engaged shoppers
- Improved Communications- Garnered valuable information from Fans (the good and the bad)
- GSP has more than doubled our reach expanded our reach
- Support Marketing initiatives
 - Created online hype about retailer and center events
 - Retailers directly attributed increase in sales for specific promo on FB/Twitter
 - Enhanced partnerships
 - Public relations

Thank you!